



# Ferry Terminal Parking Pricing Strategy

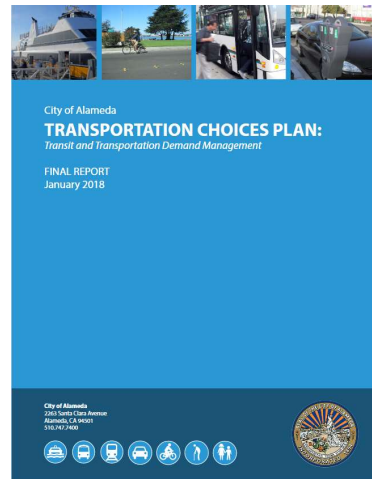
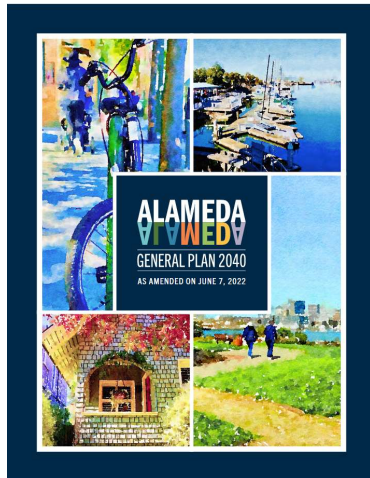
**December 8, 2022**



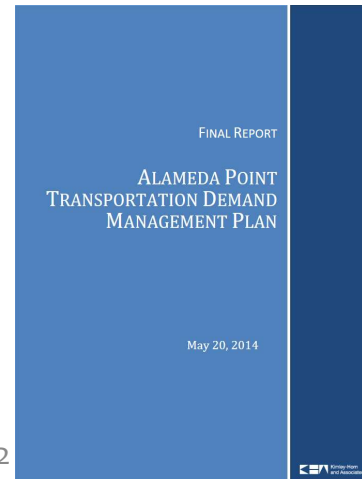
# City Policy Requires Paid Parking at Ferries

## Plans calling for paid parking at ferry terminals:

- General Plan (2021)
- Transportation Choices Plan (2018)
- Alameda Point Transportation Management Plan (2014)



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# Demand-Based Parking Pricing

## **Demand-Based Parking Pricing**

- Set parking rates based on parking demand
- Goal: ensure open parking spaces & reduce congestion
- Periodic, incremental rate changes:
  - Prices rise when parking spots are too full
  - Prices decrease when spots are too empty

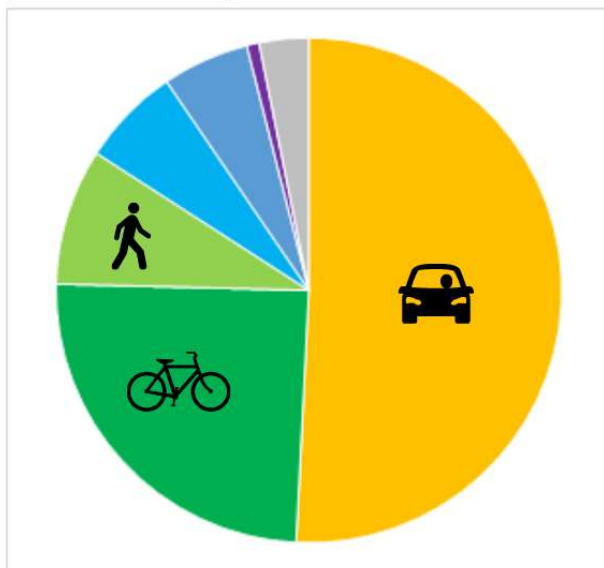
## **Alameda plans/policies calling for demand-based parking pricing**

- General Plan (2021)
- Alameda Municipal Code 12-4.5 (updated 2020)
- Transportation Choices Plan (2018)
- 85% parking occupancy goal (2014)

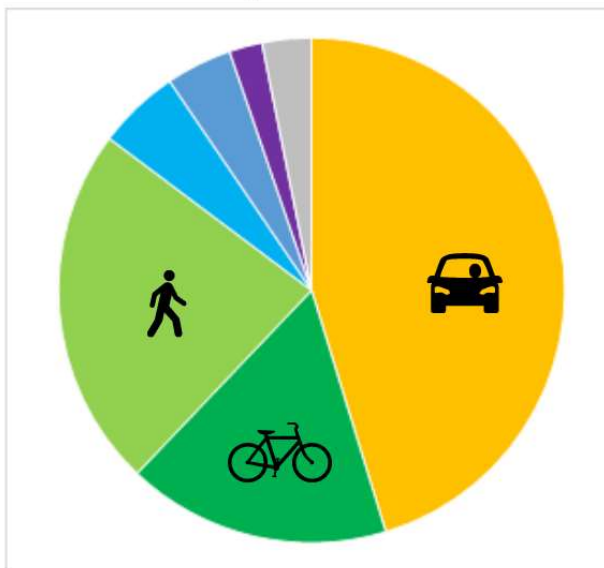


## How People Get To...

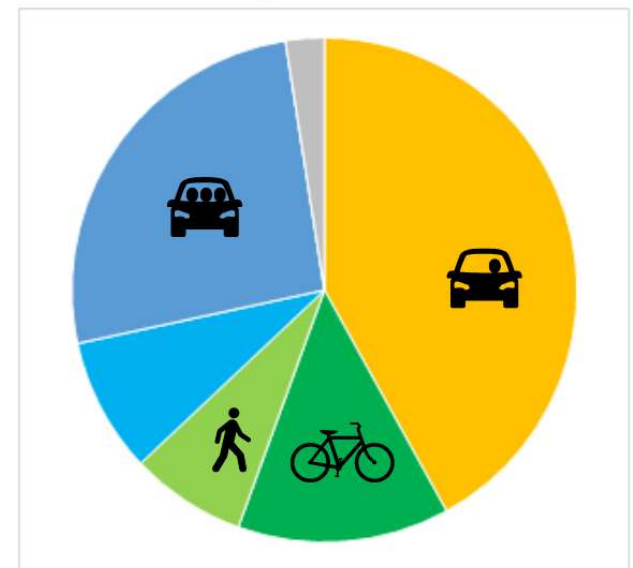
Seaplane Lagoon  
Ferry Terminal (SPL)



Harbor Bay  
Ferry Terminal (HB)



Main Street  
Ferry Terminal



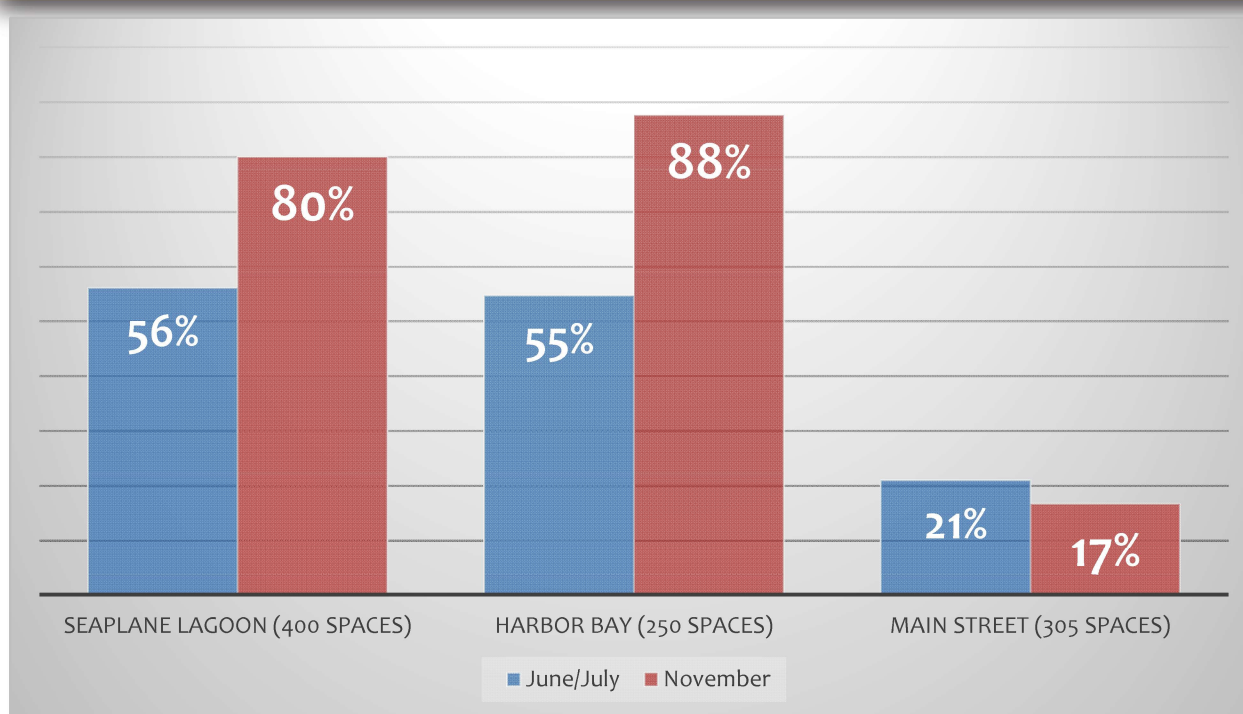
■ Drive alone ■ Bike ■ Walk ■ Drop Off/Pick Up ■ Carpool ■ Public transit ■ Other

# Ferry Ridership Increasing

- July 2021-June 2022 overall: 50% of pre-pandemic ridership but saw big increases in spring 2022
- Recovery outpacing other regional transit operators
- Beginning March 2022: largest increases in ferry ridership since pandemic
- Weekday ridership continues to increase, led by Seaplane Lagoon
- Oct 2022: 5 new midday trips added to SPL



# SPL & HB Parking Occupancy Increasing



*Percent of Parking Spaces Full Mid-Week, June/July vs. November 2022*



# Goals/Strategies

***Reduce commute hour drive alone trips:***

\$3.00 baseline fee at SPL & HB

***Maintain parking availability for ferry riders:***

Shift prices based on demand



# Seaplane & Harbor Bay Pricing Proposal

Rate type	Min.	Max*	Price reduction threshold	Price increase threshold	Maximum frequency of price changes
Daily	\$3/day	\$7/day	Price decreases \$1.00 when occupancy is 60% or lower after last morning ferry (but not below \$3.00 minimum)	Price increases \$1.00 when occupancy is 90% or higher after last morning ferry (up to given maximum)	Quarterly
Hourly	\$0.75/hour	\$2.50/hour	Set price based on daily rate, so that 4 hours at hourly rate equals the daily rate.		Quarterly

*\* Maximum rate without a needs-based low-income daily parking pass.*



# Main Street Proposal: No Paid Parking Yet

Rate Type	Minimum	Max.*	Price reduction threshold	Price increase threshold	Maximum frequency of price changes
Daily	<b>FREE PARKING</b> until parking occupancy is 85% two quarters in a row.  If pricing begins, \$3.00/day minimum	\$7/day	Price decreases \$1.00 when occupancy is 60% or lower at peak	Price increases \$1.00 when occupancy is 90% or higher at peak	Quarterly  After two years, revert back to free parking if parking occupancy is below 60% for three quarters in a row (inclusive of quarters during the second year).
Hourly	If pricing begins: \$0.75/hour	\$2.50/hour	Set price based on daily rate, so that 4 hours at hourly rate matches the daily rate.		Quarterly; see above.

# Permits & Exemptions

**Promote equity:** Implement low-income rate program as soon as feasible

**Support carshare:** No payment for point-to-point carshare services with fleets of vehicles used 100% for carshare

**Don't encourage daily driving:** No regular monthly permits



# Current Rates at Area Transit Lots

Location	Daily Rate
BART Fruitvale, Lake Merritt, & Coliseum	\$3.55
BART West Oakland	\$12.40
Caltrain system-wide	\$5.50
AC Transit Richmond Parkway Transit Center	\$3.00
Golden Gate Ferry (Larkspur)	\$2.00
Vallejo Ferry	\$8.00
Valley Transportation Authority (VTA)	\$3.00

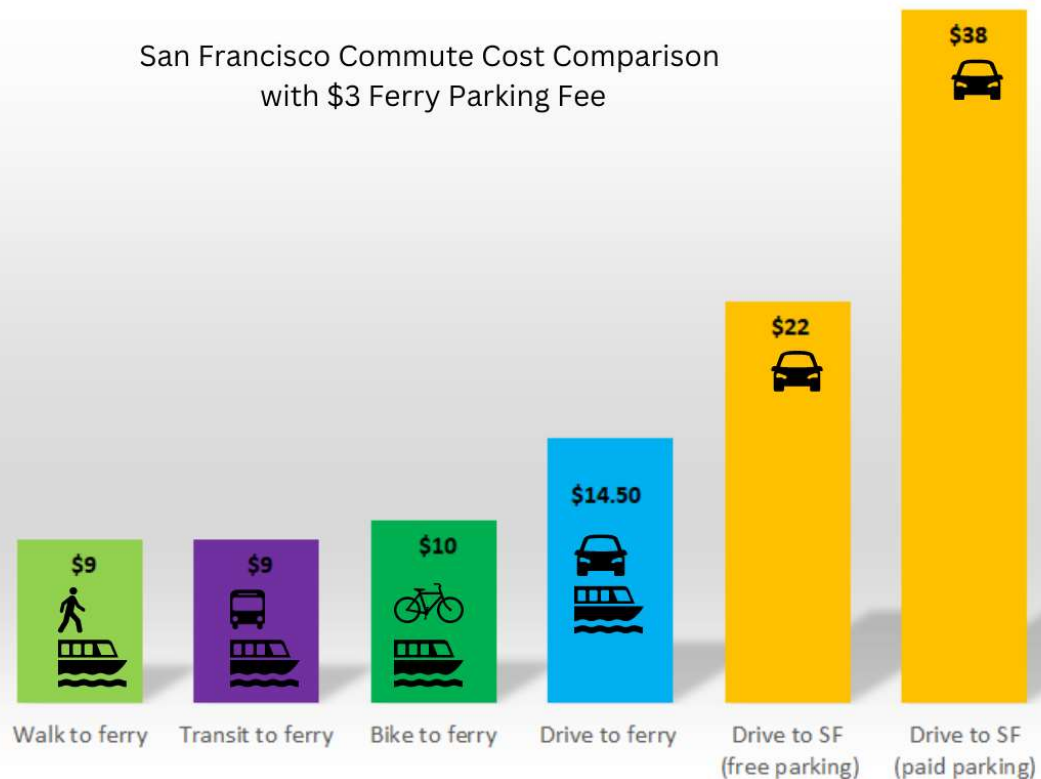
Free parking:

- Jack London Square ferry
- Richmond Ferry Terminal



# Trip Cost Comparison with \$3 Parking

San Francisco Commute Cost Comparison  
with \$3 Ferry Parking Fee



**Daily Round-Trip Costs from  
Alameda to Downtown San  
Francisco**

*(Figures include car/bicycle ownership, gas)*



# Payment & Communication

## PAYMENT OPTIONS

- **Remote/after boarding:** app, browser, phone call
- **In person/before boarding:** pay station
- Payment tied to license plate

## OUTREACH

- Flyers on vehicles
- On-board communications
- Press release
- Social media posts
- Web updates fleets



PAY FOR  
PARKING

Note license  
plate numbers  
when exiting  
vehicles.

# Cost/Revenue Estimates

Item	Seaplane Lagoon	Harbor Bay	Ongoing
Paid parking revenues	\$ 180,000	\$ 120,000	Annual
Citation revenues	\$ 99,000	\$ 66,000	Annual
Pay station purchases	\$ (36,500)	\$ (21,900)	Up-front
Pay station data fees	\$ (1,500)	\$ (900)	Annual
Mobile payment provider	\$ -	\$ -	Annual
Parking signage	\$ (5,000)	\$ (4,000)	Up-front
Outreach design and printing	\$ (1,500)	\$ (1,500)	Annual
Enforcement ongoing	\$ (65,000)	\$ (65,000)	Annual
Enforcement capital*	\$ (71,000)	\$ -	Up-front
Operator for maintenance, pay station management/collections, payroll costs only	\$ (20,000)	\$ (20,000)	Annual
Lot maintenance capital funds	\$ (5,000)	\$ (4,000)	Annual
Lot sweeping 2x/month	\$ (9,600)	\$ (4,800)	Annual
Parking occupancy data collection	\$ (3,200)	\$ (2,800)	Annual
Staff management for operations, enforcement, & demand responsive pricing	\$ (20,000)	\$ (20,000)	Annual
<b>Net Year 1</b>	<b>\$ 40,700</b>	<b>\$ 41,100</b>	
<b>Annual net Year 2+ with no price/occupancy changes</b>	<b>\$ 153,200</b>	<b>\$ 67,000</b>	

\*Revenue estimates attribute enforcement capital costs to SPL, but would be used in both lots



# Revenues/Costs in Parking Fund

## City Parking Fund

- Covers ferry lot maintenance, security, equipment, enforcement
- Holistic fund includes all parking program costs/revenues
- Fund not yet revenue-positive; when it is, City Council can determine best use of funds



# Managing Spillover Parking

## **Seaplane Lagoon**

- Monitor area parking occupancies
- Implement time limited parking as needed
- Consider an on-street daily parking permit
- If ferry lot price nears \$7, explore sites for overflow lot

## **Harbor Bay**

- Additional enforcement of existing Residential Parking Permit area
- Annual permit fees pay for enforcement and signage

